

Army Recruiting / Community Strategic Partnership Location Prioritization Model

Accessions Research Consortium

PNNL

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Background

- The US Army Recruiting Command (USAREC) desires to cooperate with and pursue strategic partnerships with academic institutions, business communities, and private companies

The Goal

- Increase the educational opportunities and qualifications of the American populous
- Provide a professional and qualified work force for private industry
- Man the Army with motivated top-quality soldiers

Why Partnerships?

- Creates win-win situations
 - Moves from competition to cooperation
 - Improves image of the Army and improves the appeal of Army service
 - Helps the Army reconnect with the American people at the local level
 - Capitalize on good will & free advertising and leverage scarce resources
-  **Improve Army Recruiting**

Overview

- Northwest Partnership Initiative
 - PNNL tasked by USAREC to develop a Western Washington Puget Sound region partnership
 - Construct prioritization model to evaluate other cities and areas for possible strategic Army Recruiting / Community partnerships
- NW partnership agreement signed on 20 August 2002

NW Partnership

- MOA for mutual understanding and cooperation
- Signatories include: USAREC, UW-T, Institute of Technology at UW-T, Pierce College, Chamber of Commerce, Economic Development Board, News Tribune
- Value proposition developed (handout?)

Knowledge & Experience Base for Building the Model

- Prior Army experience with partnerships
- Incentive programs (PaYS, College First, eArmy.U)
- Recent NW Initiative experience utilizing:
 - The strong reputation of the U of Washington
 - The new Institute of Technology at UW-T
 - The communities needs for workforce development
 - The favorable Army and Fort Lewis relationship with the community

Future Partnerships Must

- Access institutional decision-makers
- Develop an understanding of mutual needs and capacities
- Match community needs to Army programs
- Develop agreement for acceptance of involved parties

Model Development & Use

- Capture relevant factors (attributes)
- Determine “must haves” for screening criteria
- Organize and group attributes in MAU model
- Determine or develop scales to measure performance of lowest level attributes (natural or constructed)

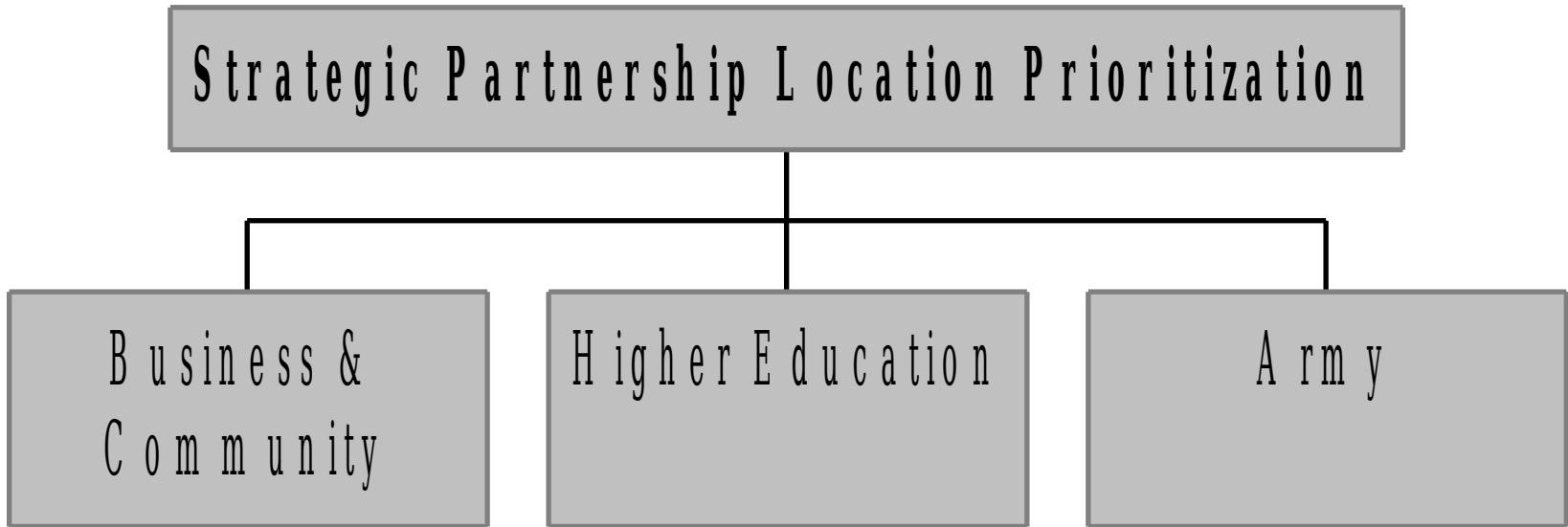
Model Use

- Use SME's to evaluate face value reasonableness and completeness
- Weight the attributes
- Perform field evaluation to “test drive” the model
- Revise or refine model (if appropriate)

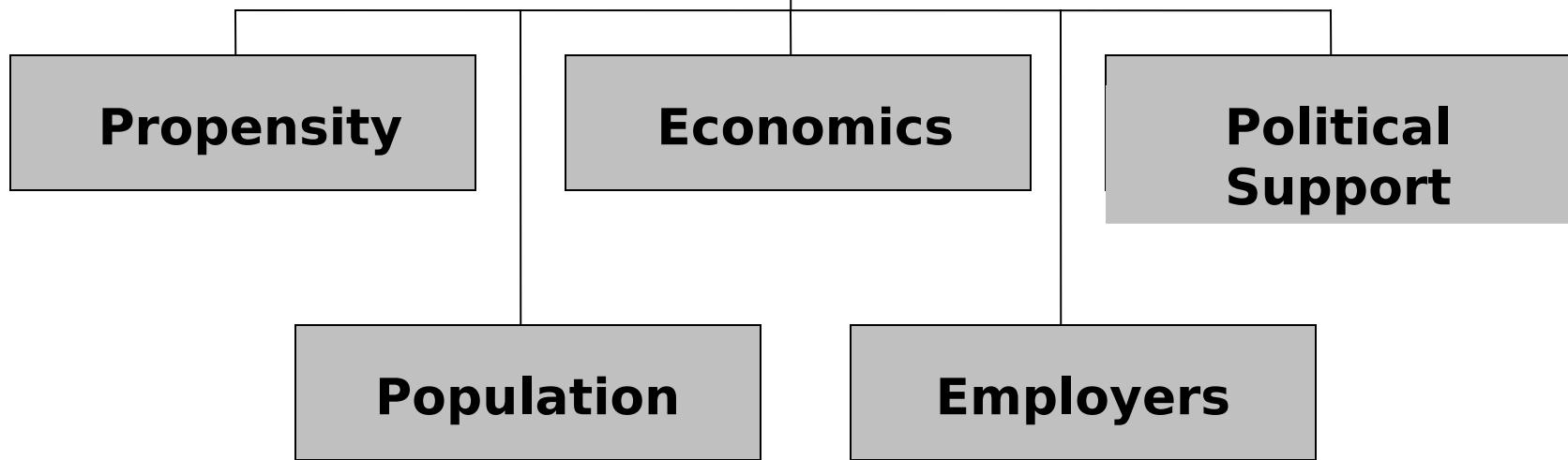
Screening Criteria

- USAREC BDE or BN HQ in close proximity for command and control
- Local population > 500,000
- Timing favorable (community needs for increased higher educational access & employment)
- At least one four-year and two two-year colleges in the area

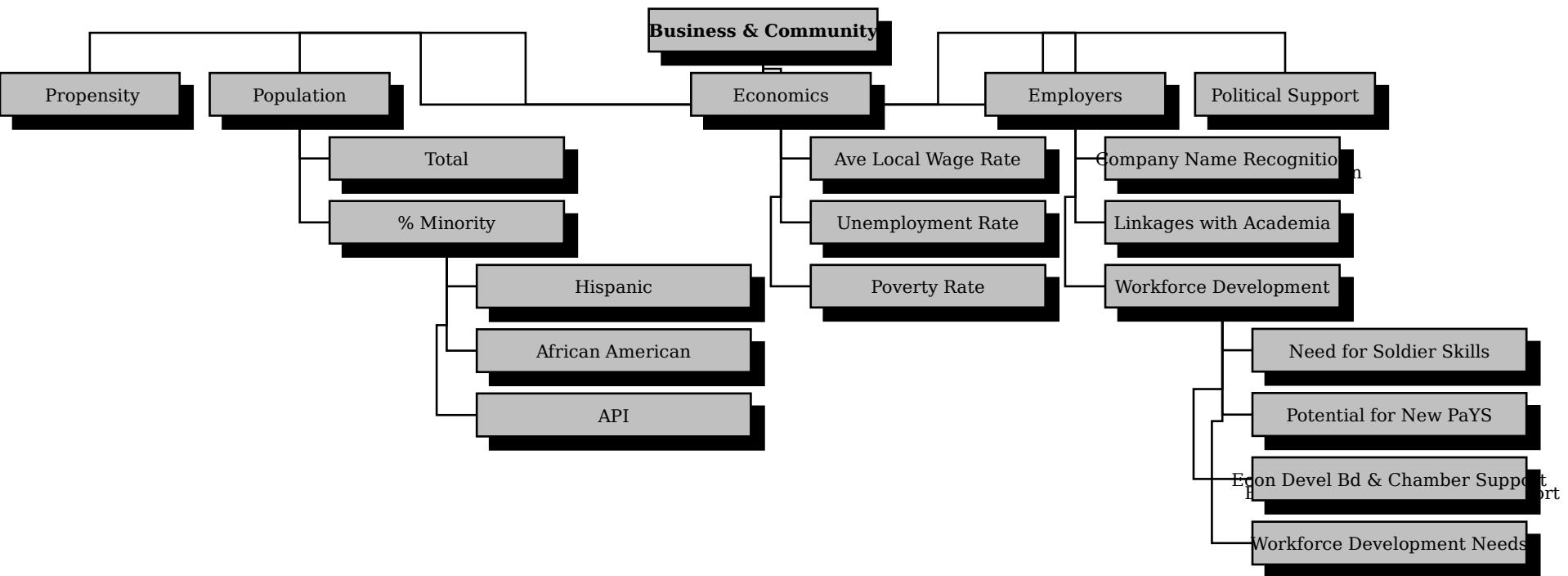
Top Level of Model



Business & Community



Business & Community

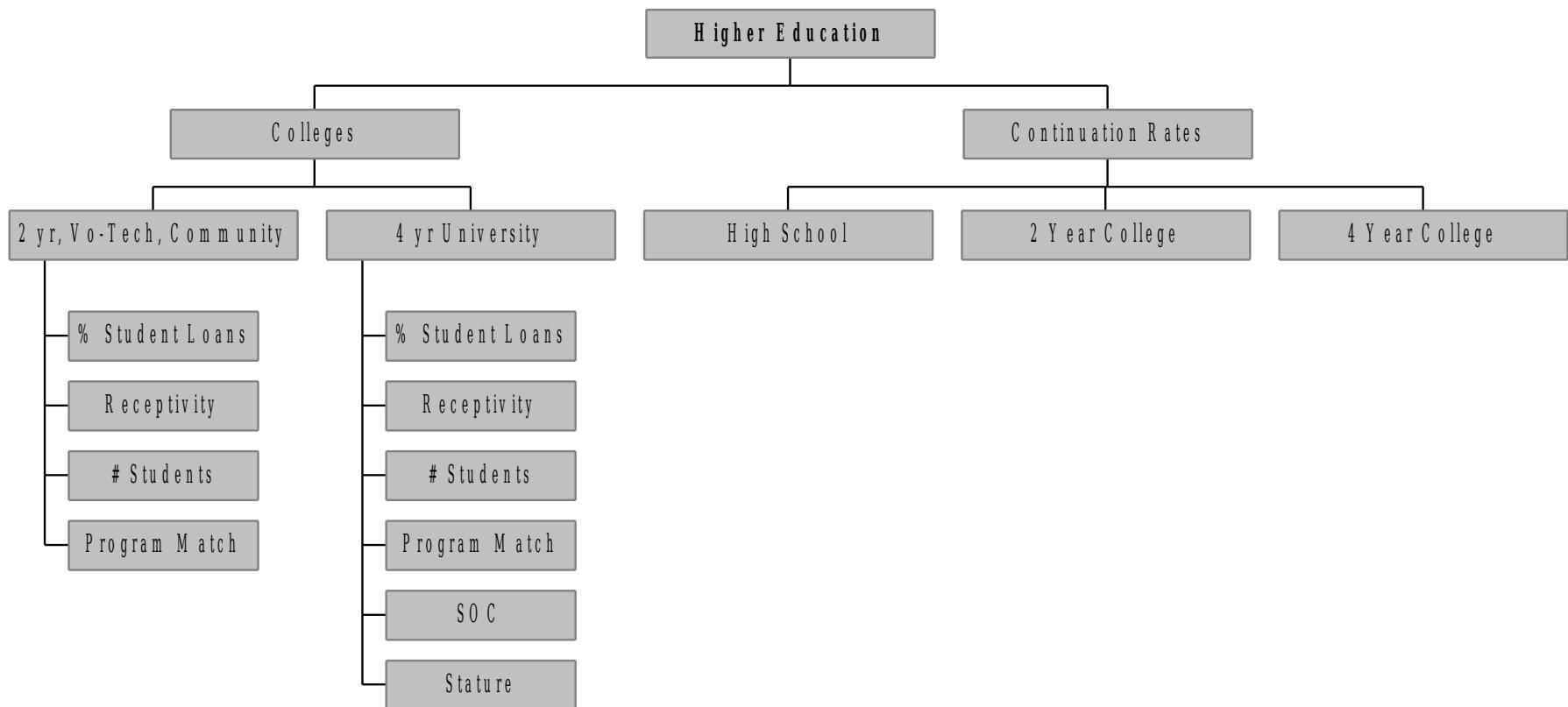


Higher Education

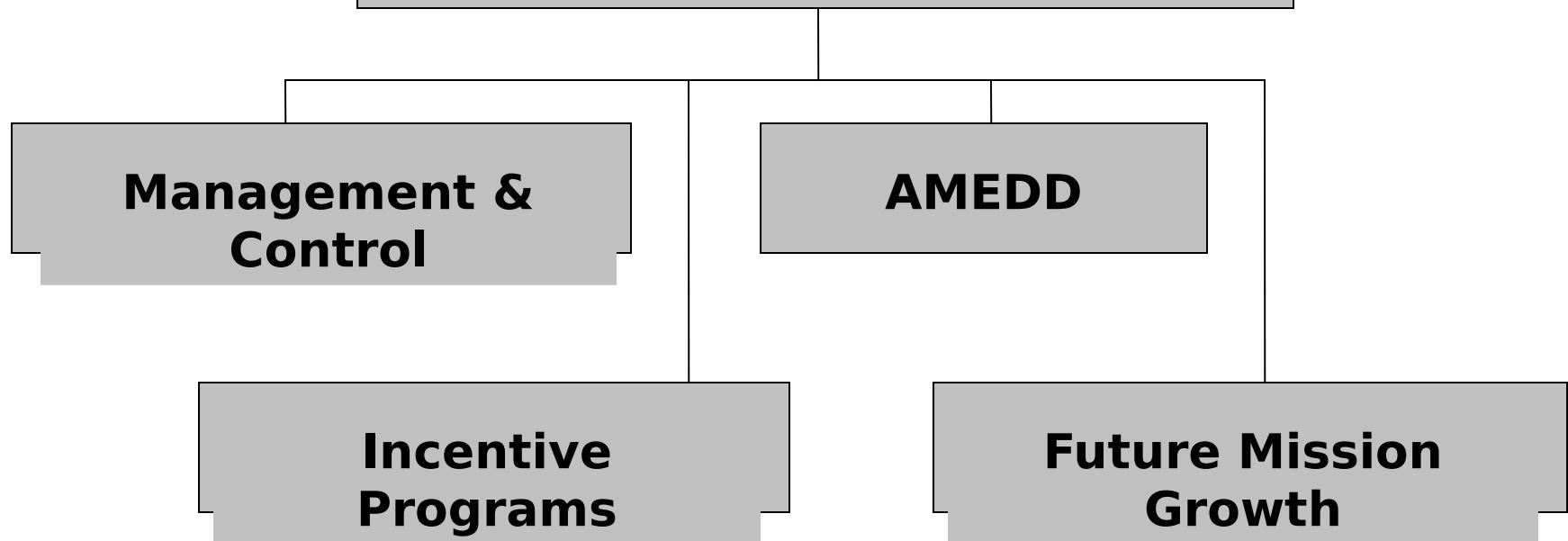
Colleges

Continuation Rates

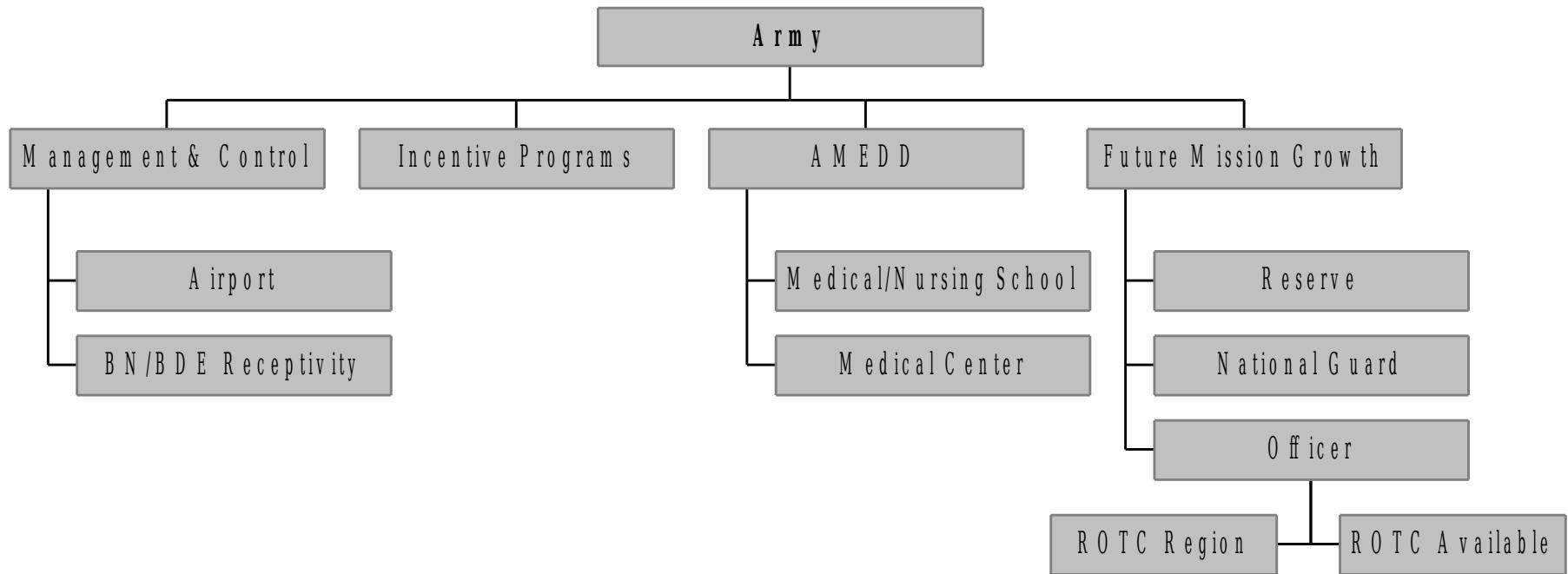
Higher Education



Army



Army



Constructed Scale Examples

- Community Workforce Development Needs
- Regional Propensity
- Potential for new PaYS Participation
- University National/Regional Stature

Community Workforce Development Needs

- 0 Community has significant excess of educated high skilled workers
- 1 Community has modest excess of educated high skilled workers
- 2 Community just meets current needs for educated high skilled workers
- 3 Community has modest shortage of educated high skilled workers
- 4 Community has significant shortfall in educated high skilled workers
- 5 Community has tremendous mismatch (shortfall) in available educated high skilled workers

Community Workforce Development Needs (2)

- 0 Over 40% of community adult population has a bachelor's degree
- 1 30 to 35% “
- 2 25 to 30% “
- 3 20 to 25% “
- 4 10 to 20% “
- 5 < 10% “

Regional Propensity

- 0 Very low historic regional propensity
- 1 Low historic regional propensity (e.g. Northeast, 1st Bde)
- 2 Below average historic regional propensity
- 3 Above average historic regional propensity
- 4 High historic regional propensity (e.g. Southeast, 2nd Bde)
- 5 Very high historic regional propensity

Potential for new PaYS Participation

- 0 No applicable regional or national level employers in the area
- 1 One applicable regional/national employer in the area
- 2 Two applicable regional/national employers in the area
- 3 Three applicable regional/national employers in the area
- 4 Four applicable regional/national employers in the area
- 5 Five or more applicable regional/national employers in the area

University National/Regional Stature

- 1 Fourth Tier Regional
- 2 Fourth Tier National, Third Tier Regional
- 3 Third Tier National, Second Tier
Regional
- 4 Second Tier National, Top Tier Regional
- 5 Top 50 National

Per US News and World Report *America's Best Colleges*
annual rating

Model Check

- Preferential independence
- For redundancies
- For unneeded attributes

Some of the economic attributes are likely closely correlated and thus one or more might be eliminated for simplicity sake

Next Steps

- Use SME's to evaluate face value reasonableness and completeness
- Weight the attributes
- Perform field evaluation to “test drive” the model
- Revise or refine model (if appropriate)